

Finally, AI That Makes Sense.

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klass.link/ai

Who's used AI in the last 7 days?

- Hands up
- Keep it up if it was work-related



A quick word - who I am

- 30 years in tech and small business
- I run Klass Concepts, right here in the East Bay
- I help small businesses recover hours each week - often with AI and simple automation
- Everything I show you today, I actually use

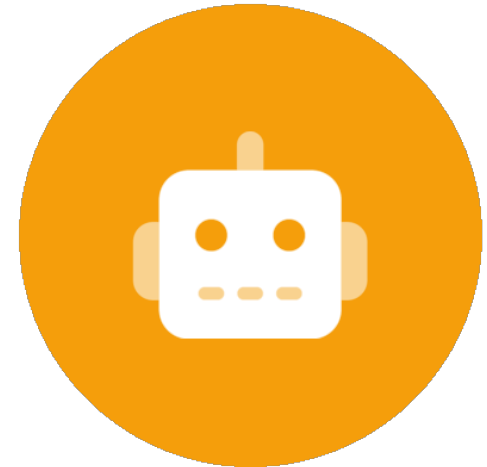


**“The avalanche has already started.
It’s too late for the pebbles to vote.”**

- Babylon 5

What is AI, really?

- A practical tool
- Not magic. Not a threat
- The latest craze - so was VR, crypto, the cloud, tablets, apps, the smartphone, the Internet itself

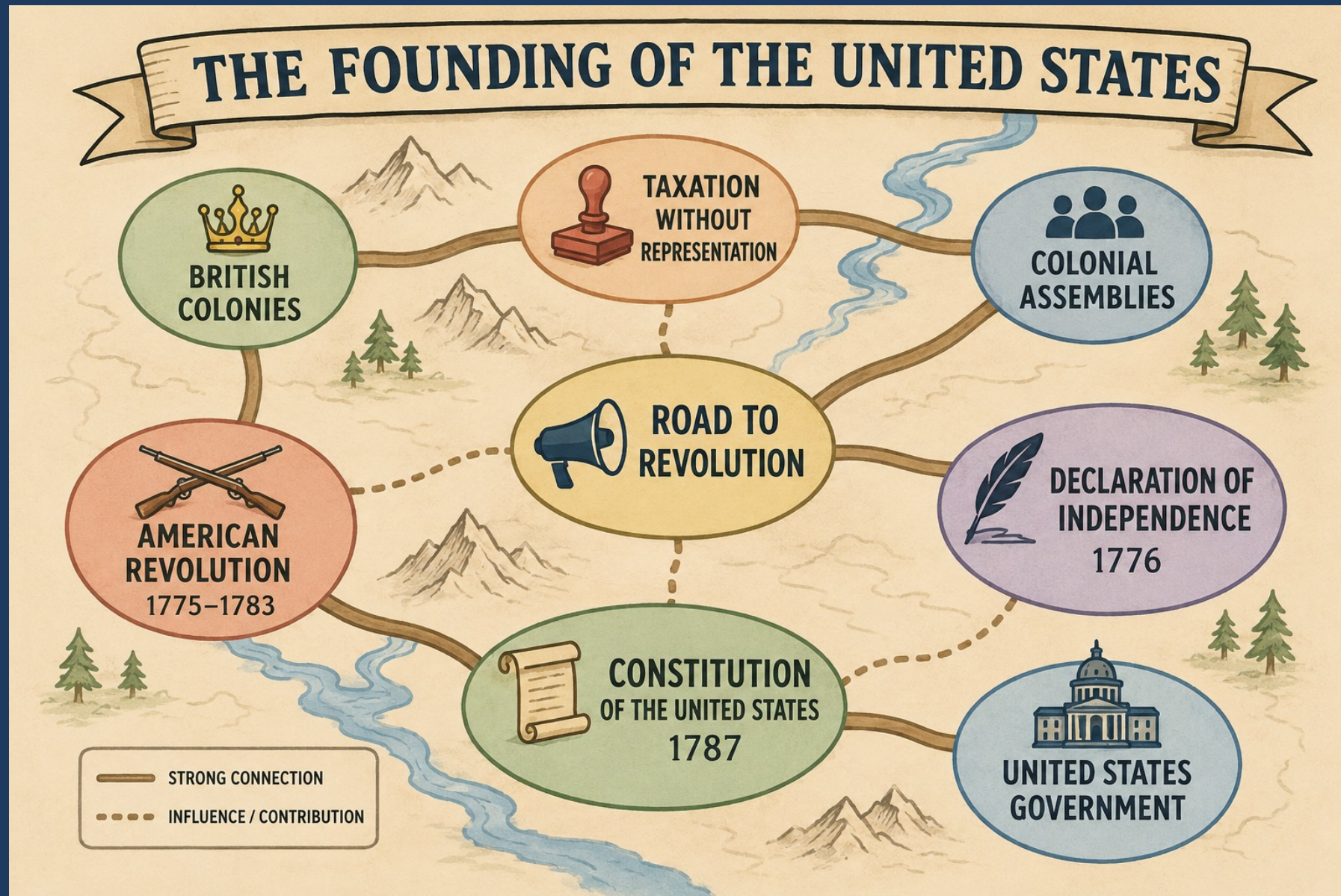


It's autocomplete at scale

- Your phone predicts the next word
- AI predicts the next paragraph
- Trained on the entire summation of human knowledge
- Not just X/Y - hundreds of dimensions - "mega-statistics"



It's a traveler, following a map of meaning



More data = more detailed = more accurate map

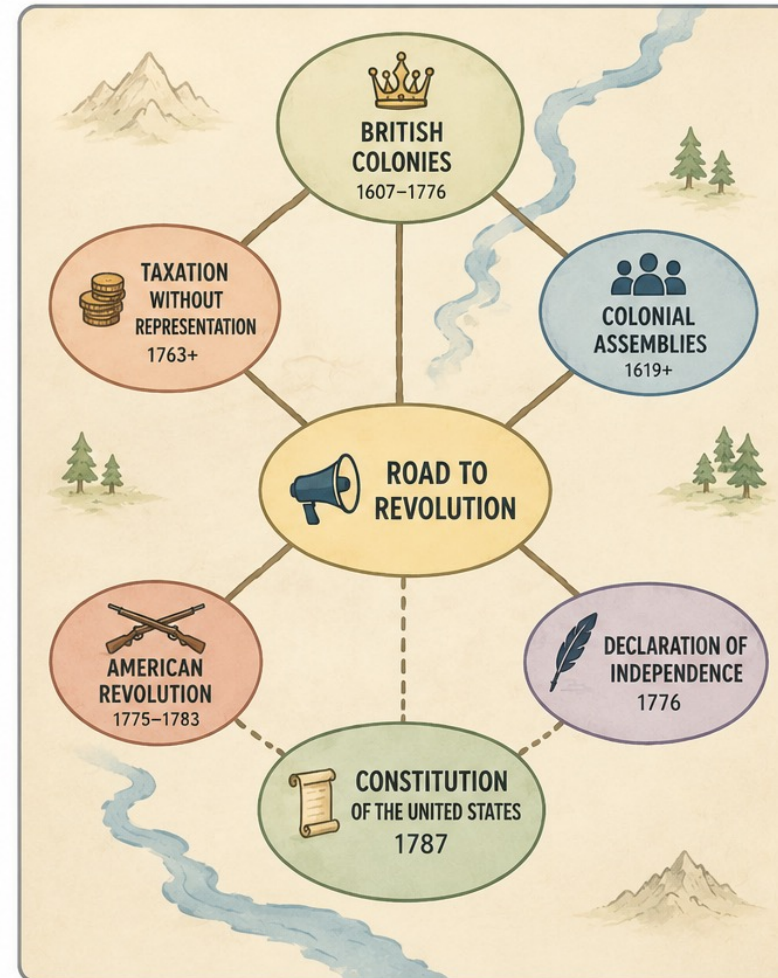
DETAILED MAP

More connections and details



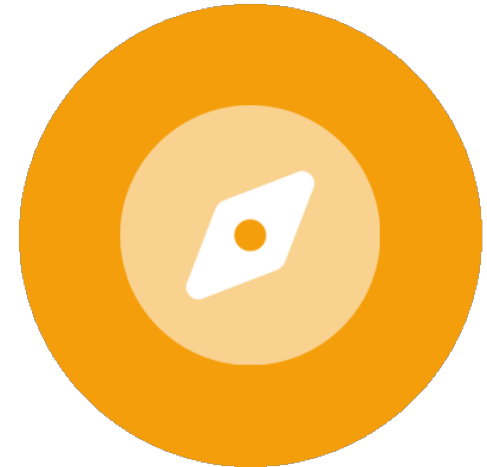
SIMPLE MAP

Fewer connections and details



Calculator vs. AI

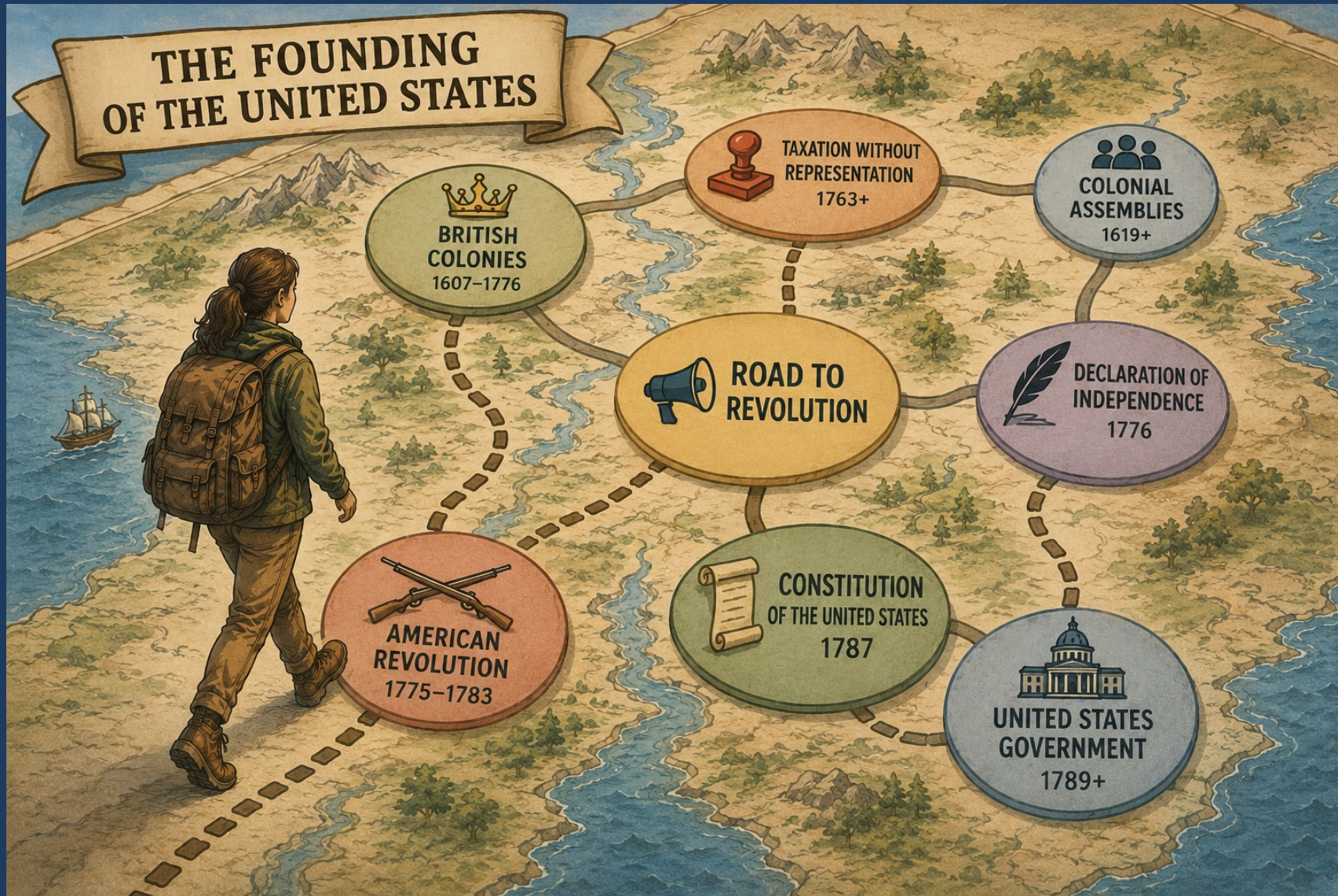
- Deterministic vs Probabilistic
- Calculator: same answer every time
- AI: a new answer every time - same question twice = slightly different answers
- Not TRUE/FALSE - probability of accuracy



Streams word by word - navigating as it goes on the road most traveled

Same question, slightly different route

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Short-term memory only

- It doesn't remember you between chats
- Each chat starts blank
- Long sessions get less reliable
- New session = clean map with no notes on it
- Reload your **context** at the start of each chat



In summary

- Sophisticated autocomplete
- Probabilistic (best guess)
- No long-term memory



“AI is the most convincing liar you’ll ever meet.”



No concept of true or false - only probability.

1% likely answer is delivered in the same confident tone as 99%.

That confident wrongness is a **hallucination**.

What it's good at

- Writing things
- Finding & organizing information
- Automating repetitive tasks
- The blank-page problem
- Getting you 80% of the way there



What it can't do

- Doesn't know your business operations
- Won't replace judgment
- Doesn't have your life experience and knowledge - lifelong residents are better than maps
- Makes things up confidently - always verify



Why 'always verify' matters

- Only 8% of users verify AI answers - 80% follow even wrong ones
- Like early GPS - people drove into rivers
- Amazon's recruiter AI penalized women's credentials - learned from biased data - quietly scrapped it
- Bad training data - garbage in, garbage out





Five techniques that change your results

Tip 1 - Build a base chat

- AI starts every chat blank - it knows the world, not you
- Set up your business "map" once
- Reuse it for every task
- One-time setup, permanent payoff



Tip 2 - Tell AI how to work with you

- "Be direct. Don't tell me what I want to hear."
- New hire who only agrees = not useful
- You want someone who flags holes in your plan
- Set the expectation upfront
- You have to **ask for useful answers**





working-relationship.txt

Our Working Relationship

- > You are not my assistant
- > I don't like sycophancy
- > Be neither rude nor polite. Be matter-of-fact, straightforward, and clear
- > Be concise. Avoid long-winded explanations
- > I am sometimes wrong. Challenge my assumptions
- > Don't be lazy. Do things the right way, not the easy way
- > █

Tip 3 - Tell AI who you are

- Your industry, clients, voice
- Paste 2-3 sentences of your own writing
- Cartographers don't map inside your house
- Describe it - floors, rooms, layout



Tip 4 - Ask for a plan first

- "Before you start, give me a plan."
- Check the map before you start the trip
- Catch a wrong assumption at the outline stage (30 sec) vs the draft stage (15 min)



Tip 5 - Ask for options, then push back

- Ask for 3 options
- Then: "What are the downsides?"
- 'Where to eat?' → 'Who has the best pesto?'
- Each follow-up gets a more specific answer
- First response is the hedge - keep asking



DEMO

Building your base chat



8 use cases you can try this week

The 8

- Marketing - Meeting notes - Review mining - Summarize docs - Structuring a mess
- Booking - Intake forms - Reminders



DEMO

Use case 1 - Marketing content

Use case 2 - Meeting notes → follow-up

- Rough notes → polished follow-up email + action list
- AI can prioritize quick wins vs long-term goals
- Recover billable time
- You know your business - **double-check results**

DEMO

Use case 3 - Bulk feedback / review processing

Use case 4 - Summarize a 40-page document

- Insurance policy, HOA doc, IRS notice → plain English
- Flag the key exclusions and what to do
- This used to cost \$300/hour starting from scratch
- Now you hit the ground running, speak intelligently about it, and start **prepared**

DEMO

Use case 5 - Structuring a mess



**AI that runs without you - trigger +
action**

Use case 6 - Booking & scheduling

- Every call you miss after 5 PM goes to whoever answers
- 24/7 online booking - website widget
- 24/7 phone booking - AI picks up calls, answers questions, schedules appointments
- AI drafts confirmations, reminders



Use case 7 - Intake forms

- Replace paper intake at \$12/patient in staff time
- AI writes the intake questions for you on a structured digital form
- Answers flow into a spreadsheet or CRM
- Handles workflows - decides what the next step is



Use case 8 - Reminders

- Every unsold estimate is a job someone else got
- Auto-text 24 hrs before appointments
- Quote follow-ups fire on day 3 and day 7
- Annual service reminders, copy written for you
- AI personalizes the copy for the recipient - more powerful than a mail merge



For businesses like yours

- Professional services: accountants, advisors, insurance, attorneys - **billable hours** problem
- Real estate agents - drip sequences, listing descriptions, HOA/inspection summaries

Why most don't get results

- The tools are cheap - knowing which ones fit your business is the hard part - no plan, wrong tasks, no training
- Handing AI a blank map and expecting good directions
- 95% of organizations get zero ROI from AI - MIT Media Lab
- Most people automate what they hate, not what's most valuable



Free vs. paid tools

- The free tier is genuinely useful - but **you** are the product
- Pay when you hit limits, connect tools, or automate
- One company spent \$500M in one month - no usage limits set
- Work tied to a free account isn't truly yours - export and back up



They're not the same

- Same questions, different AIs, very different results
- Each AI's map was built by different cartographers
- Some sources are shared across all models; others are specific/unique



How to choose a tool

- Does it solve a problem I have right now?
- Is there a free trial?
- Can I set it up myself?
- Does it connect to what I already use?
- "Family" map or "adult" map - pick the right one
- Trap is evaluating tools in the abstract



California privacy (CIPA / HIPAA)

- Mostly paperwork, not a reason to avoid AI
- Don't put private client data on the map - they didn't consent to that
- AI companies now buy defunct startup Slack archives and emails
- Employees never consented - your chats may train the next model



DEMO

Your business, live

“At one time there must’ve been dozens of companies making buggy whips.

The last one probably made the best damn buggy whip you ever saw.”

- Other People’s Money (1991)

The next step

Small Business Efficiency Checkup

Attendee offer: first 2 bookings \$600
(regularly \$750)

klass.link/consultation

Not ready to book? Take the self-
assessment: klass.link/quiz



THANK YOU

Thank you

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